

### Hot Links

No duplicate links in the same area on the same page of application.

Make sure links work and open in a new window, so they don't take the viewer out of the map app.

### Pop-ups

Easy to understand titles.

Hide unwanted fields, and use aliases to change fields that are all CAPS to lower case, so it is easier to read.

Consider a custom attribute display to put your pop-up table data into a paragraph.

Change main title in pop up to singular tense.

Make sure your year does not show up with a thousand separators (comma).

### Images/Videos

Make sure they appear & check back often to make sure the link is not lost.

### Legend

Make sure the legend names have easy to understand titles.

### Color

Make sure all colors stand out on the Web Map App backgrounds. Some settings such as the drop down legend background cannot be changed.

### Other Suggestions

There should be no mystery surrounding your Web Map Application. All colors, symbols, etc. should be clearly defined either in a legend or in text.

Make sure you are using the right Story Map to tell your Story. There are many different templates, use the one the best portrays your data.

### URL

<https://blogs.esri.com/esri/arcgis/2017/04/27/how-to-improve-your-chances-of-winning-the-storytelling-with-maps-contest/>